

The Sierra Madre News is the City of Sierra Madre in print. Any suggestion you may have to make it more representative will be welcomed by the management.

FRIDAY, AUGUST 5, 1921

Directors of Firemen's Club Hold Election

SADLER CHOSEN PRESIDENT

Plans for New Building Discussed With Architect—Membership One Hundred and Four

The seven Directors elected by the Firemen's Club last week met Wednesday evening and elected the following officers: President, J. F. Sadler; Vice-president, Earl D. Topping; Secretary, Louis Dietz, and Treasurer, H. E. Allen.

These officers with the remaining Directors, L. C. Brooks, Woodson Jones and M. D. Welsher, will conduct the business affairs of the corporation for the ensuing year.

At the meeting, an architect, Mr. Findlayson, submitted sketches for the club building to be erected on the lot at the corner of Windsor Lane and West Central, and after very thorough discussion, he was instructed to submit plans at the earliest possible moment.

When these plans receive the O. K. of the Directors, work will be started immediately. The Directors feel confident that dirt will be flying in the excavations for the foundation within thirty days.

A building committee was appointed, Messrs. Sadler and Topping, with instructions to add such other members as they found necessary for effective handling of the construction work.

The finance committee consists of M. D. Welsher, chairman; H. E. Allen and Woodson Jones.

The membership of the club as reported last is one hundred and four, all of whom joined voluntarily. A membership of two hundred is the goal desired and the Directors feel that there will be no difficulty in obtaining this number as soon as an active campaign for membership is launched.

The initiation fee is \$50.00 payable in \$5.00 monthly installments if the applicant so desires. The dues are fifty cents per month. In event of the death of a member, the initiation fee will be refunded to any person designated by him, or to his estate.

rs. LeRoy, Over 70 Has Serious Accident

The friends of Mrs. R. W. LeRoy were shocked to hear of a painful accident sustained by her last Thursday.

While picking fruit at her home on Santa avenue she in some way lost balance and fell from the top of a ladder to the ground.

Fortunately Miss Hilda Barrett, lives next door, heard the crash and fall and immediately went to assistance. She was removed to the home of her friend, Mrs. Emma Lee, of Santa Anita Court, where she is still confined to her bed under the care of a nurse.

Mary Groth has been in charge of the case and stated that, while Mrs. LeRoy had no bones broken, she had been very severely bruised. On account of her advanced age, Mrs. LeRoy being over 70, the patient is apt to be confined much longer than the incident might seem to warrant.

Cross Workers to Spend Tuesday Sewing

Red Cross Workers will have a full day of sewing at the residence of Mrs. J. H. Wright, 266 E. Central, next Tuesday.

There were only a few faithful ones to the call last Tuesday, but they accomplished an amount of work and one large piece of garments will be ready in a few days.

The work is being done on the long, slender, and most of the helpers have had to leave their homes, and some should stay away for fear of catching the disease.

There is still a huge heap of sewing to be completed and it must all be done by the end of this month, therefore the women in town are urged to get out and do it now.

ators of Traffic Up Before Judge

Violators of the traffic rules were brought before Judge Foman yesterday to explain why they cut corners, otherwise shattered regulations of them are out of town.

Probably didn't realize we have police force here, and two are Sierra Madrans. They also gathered in two of the jail fires out of hours.

Oh, police officers don't make noise, but they are the job when it comes to the ordinances for the safety.



PUBLISHED EVERY WEEK AT SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

Local Happenings of the Week

Mrs. Frank Hart is spending this week with friends at San Pedro.

Dr. Loyd L. Krebs has returned and will be in his office, No. 4 N. Baldwin, every Tuesday, Thursday and Saturday from 11 until 12:30.

Mrs. Louis Dietz left Wednesday for a month's vacation at Ocean Park. Mr. Dietz will join her for the week ends.

E. H. Carpenter of East Alegría street is assisting in the post office as vacation relief clerk. Mr. Carpenter worked in the Los Angeles postoffice last year.

Miss Minnie Kimball and daughter, Miss Gladys, left Wednesday for a two weeks visit with friends at San Diego, and upon their return they expect to go to Catalina Island for a week or ten days.

Harold Hart, who came home to attend the dinner given to Governor and Mrs. Stephens at Hartwood, returned to Hartland Ranch in Antelope Valley on Tuesday. His brother, Karl Hart, went up with him for a short visit.

Miss Muriel Tryon Snively of Philadelphia, daughter of the late Reverend Summerfield E. Snively, one time rector of the American church at Nice, France, is spending the summer with Mrs. Glenn Palmer at 80 E. Laurel street, on her way to New Zealand, and thence to England and New York. During the war Miss Snively was a driver in the Royal Air Force.

L. C. Brooks, manager of the Blinn Lumber Company plant here, says this has been the banner year for the lumber business in Sierra Madre. The number of buildings erected has far exceeded expectations at the beginning of 1921 and, judging by the number of new houses planned for the fall of which he now knows, the building for the next six months will far exceed the most sanguine prophecies.

Garden Party Great Success

Governor and Mrs. Stephens Pleased With Reception of Woman's Club

The garden party held on the beautiful grounds of Mr. E. C. Newton last Friday night was a brilliant success from start to finish. Governor and Mrs. Stephens, who were the house guests of Mrs. Frank Hart of Hartwood over the week end, arrived with their party at eight. His appearance in the patio was the signal for enthusiastic applause from the guests assembled in that part of the grounds.

Mayor Mitchell formally introduced him with a few happy sentences expressing the pride and pleasure of our people in having the chief executive of the state in our midst, and His Excellency responded with a brief speech which was frequently interrupted with laughter and applause.

Mrs. Stephens was presented with an exquisite bouquet on behalf of the Woman's club, and then the guests, numbering about one hundred and fifty, were given the opportunity of meeting the governor personally. He gained many new friends by his charm and courtesy, giving the impression of being sincerely pleased at meeting our people in so democratic a way.

A delightful musical program was then rendered, Miss Marian Smithson, a star pupil of Professor Seiling, showing remarkable talent in her violin numbers in which she was accompanied by Miss Rita Kinnel, pianist.

Mrs. Homer Glidden, with a piano accompaniment by Mrs. George Morridge, delighted the audience with her cornet, and then Harold Hart, by special request, gave several numbers on his piano-accompaniment.

A surprise feature was a duet by Mr. and Mrs. Norman Hassler, sung on the balcony of the house. In response to enthusiastic applause, Mr. and Mrs. Hassler gave several more splendid songs.

Refreshments were served in the palm garden under the direction of Mesdames Walker, Howard and Dietz and Miss Florence Vannier. The Kidas Orchestra furnished music for dancing until midnight.

Earlier in the evening Mrs. Hart entertained at dinner at her home in addition to Mr. and Mrs. Stevens and the artists who gave the musical program. Mr. and Mrs. W. J. Saunders, Mrs. Smithson and Dean William Carson Shaw.

Mr. and Mrs. D. C. Ashmore and Mrs. L. M. Rice went to Redondo Beach this week to remain the rest of the summer.

Mrs. Louis Karpf left Thursday for Venice to spend the month of August. She will be joined from time to time by various members of her family.

Mrs. Clara L. Smith of Smith-Porter, the owners of Orchard Camp on Mt. Wilson Trail, is in Sierra Madre taking a little rest from her duties as co-manager of the Camp.

Miss Mae M. Lent of Berkeley is the house guest of Miss Gertrude Cook at her home on West Central, and will remain about two weeks. Miss Lent is a member of the faculty of the State University, her work being in the department of Household Art.

The Congregational Teachers' Club enjoyed their monthly dinner in the church parlors Tuesday evening. Plans are already under way for the fall rally. School attendance has been surprisingly good for the summer season in spite of the interruption by the epidemic.

Members of the Eastern Star Chapter and their families enjoyed a weiner roast Monday evening. After a short session in the lodge room, the meeting was adjourned and all were taken in machines to the Santa Anita wash, where a location had previously been selected. Hostesses for this occasion were Miss Johanna Saenger and Mrs. C. C. Tilton.

Mr. Harry Ruthrauff and Rev. S. E. Long are visiting their friends, Mr. and Mrs. John Bradshaw of 171 East Montecito avenue. Rev. Long is here from Indianapolis, Ind., and Mr. Ruthrauff is from Decatur, Ill., where he is city commissioner. Both of these gentlemen are very much pleased with Sierra Madre and are enjoying their visit very much indeed.

"Sierra Madre to Have Boom" Says Sible

Head of New Bakery Believes in City's Future—Pleased With His Patronage

"Sierra Madre is due for a boom and I wanted to be in on the ground floor."

So Frank D. Sible, who opened the new Bake-Rite bakery in town last week explained his coming here. Sible drifted into California from Baxter Springs, Kansas, about six months ago looking for a hotel location.

His brother-in-law runs the Rose hotel in Los Angeles and together they canvassed the city but couldn't find anything that looked good enough to them.

Then Sible saw Sierra Madre and that settled it. On May 9th he took over a lease to the hotel on Baldwin. On July 17 he opened the restaurant, and on July 30 he put in an electric Bake-Rite oven and opened a new branch of the great National system of bakeries that cover the country.

Several Sierra Madre people, the writer included, have been bringing out Bake-Rite whole wheat bread from Los Angeles. Now we won't need to.

Sible has twenty rooms in his hotel and he says they are nearly full all of the time with some reserved for transients. On the opening day of his restaurant he had only a handful of people on Tuesday of this week he says he had forty for dinner.

The sky is the limit with Sible. He believes in serving good food and charging what it is worth. If we are good to him he may build us a hotel that will out-mission the Mission Inn some day. Who knows.

We know his coffee and doughnuts are good anyway because we just had some.

Father Woodcutter to Leave for Short Rest

The Reverend Father Woodcutter, who was called back from his vacation in San Francisco by his father's death is leaving for two or three weeks rest in San Diego.

A strenuous year in his work coupled with the bereavement of two deaths in the family during the last few months, have made a period of complete rest imperative.

On leaving he wishes to express his sincere gratitude for the sympathy and helpfulness of the people of Sierra Madre in the time of his trouble.

Mrs. E. M. Brooks, a former resident of this place but now of Pasadena, was visiting a number of old friends here on Wednesday.

Wade Brunson is taking his vacation from his duties with the W. P. Herbert Co., and went as far as he could get from the sound of autos by joining Vic Hill at Chilo.

Mr. and Mrs. Francis Conard and Mr. and Mrs. N. W. Tarr and family are spending their vacation in the Yosemite valley. They are stopping at Camp Curry and report a wonderful time.

Mrs. M. Shepherd of Los Angeles is a guest at the home of Mr. and Mrs. H. E. Long on East Central avenue. On Friday Mr. and Mrs. Long and Mrs. M. E. Cameron will accompany Mr. and Mrs. Shepherd on a motor trip to Riverside and spend the week-end there.

Mrs. Ella M. Gilbert leaves for Detroit, Michigan, today after a seven months' stay in Sierra Madre. If she succeeds in selling her Detroit home she will return to this city. Her son, Hoyt S. Gilbert, is staying in the city with Mary A. Young at 51 West Laurel avenue.

D. C. Ashmore and H. H. McMillan are establishing a high class refreshment stand and filling station at Redondo Beach. They have an excellent location at the junction of the Palisades boulevard and the highway from San Pedro. Mr. McMillan is in active charge of the business.

Miss Daisy Hawks has returned from a five weeks vacation in the Yosemite and with relatives in San Francisco and Alameda. Her family and friends are much delighted with the very evident improvement in her health which the trip has wrought. Because of long continued strain due to illness in the family, she was very tired and nervously exhausted when she left, but is entirely rested now.

Directory and Census for City

Chamber of Commerce Survey Now Being Taken by James N. Hawks

Under the auspices of the Chamber of Commerce, an effort is to be made to get a bona fide census of the inhabitants of this growing city. The school enrollment has doubled in the past year and it is reasonable to suppose the population has increased proportionately.

Mr. J. N. Hawks will be in charge of this survey and he is depending on volunteer help to carry it to a successful conclusion. Much time and labor as they are able to speak for themselves will take the trouble to send in to him or to the Chamber of Commerce, accurate information as to themselves and such of their neighbors as they are able to speak for authoritatively.

In making a report, give the house number and street name absolutely correctly; the name of the family and the number of adults and children in the household. Temporary visitors or people who are out here for a few days stay, are not to be counted.

The idea back of this survey is to have the number of bona fide residents in this city; it is not desired to boost the population beyond the point warranted by the facts.

In connection with its hundred percent campaign that is to begin August 15, the News is preparing a list of the inhabitants of which there are already records.

These names will be checked up by the solicitors during the campaign and the data thus gathered will be added to and checked by that of the census survey, for the purpose of providing the city with a complete directory by names and street numbers.

The directory is to be so planned that, with a little cooperation on the part of the citizens in informing the News of changes in address, it can be kept up to date at all times.

DIDN'T KNOW IT WAS LOADED

We all know how shoemakers' children have no shoes. But to have the chief electrical genius of the great city of Sierra Madre get so tangled up with a simple little thing like a spark plug that he gets his own father's machine on fire—it's a new one on us.

It's all right, Jim. We know you didn't know it was loaded, and we won't say anything about it in the News.

Mrs. M. D. Welsher is spending the week at Catalina.

Mrs. Ida H. Gilbert and son will occupy the home of Mr. and Mrs. C. M. Clark during their two months absence.

Mrs. Belle Cook and daughter, Miss Gertrude Cook, were guests for several days at the home of Mrs. L. E. Arnold in Los Angeles.

Mr. R. J. Lord and daughter, Ruth, left this week for Idylwild, in the San Jacinto Mountains, where they will spend a fortnight in company with Mrs. Lord's sister, Mrs. W. L. Gilliland, of Riverside.

Miss Minna Wolff is enjoying a vacation from her duties as librarian, her place being filled by Miss Elizabeth Steinberger. Miss Wolff is making a trip through the northern part of the state in company with Miss Clara Sykes.

Mrs. George B. Morridge and children, accompanied by their cousin, Hortense Peterson of San Bernardino, went to Balboa Beach Monday to spend the month of August. Postmaster Morridge will get his summer outing by spending his week ends with them.

George P. Ray returned Wednesday from the County Hospital minus his left leg but feeling more comfortable than for many months before the amputation. He has been kept busy receiving the congratulations of his friends on looking so much better by reason of his improved health.

Miss Daisy Lockwood, who for many years resided here with the late Mrs. Martha Williamson and who now lives in San Diego, is in the city for a short visit. Accompanied by Miss Williamson, she is staying at the residence of F. P. Conard. Mr. and Mrs. Conard have gone to Catalina for a brief trip and Miss Lockwood will take charge of their house until their return.

No More Garbage Holes to Dig!

Collection to Start This Week Tuesday—Get Your Cans Ready

Garbage collection will start next Tuesday, Aug. 9, and will continue every Tuesday and Saturday until further notice. There are certain rules in connection with this improvement which will be strictly enforced and it behooves those who wish their garbage removed to obey them.

First, all garbage must be placed in covered cans on the curbing on collection days.

Second, no paper, tin cans, broken china or glass, and no coffee grounds are to be placed in the can with the garbage. Coffee grounds will be collected if placed in a separate receptacle.

Third, garbage must not be allowed to accumulate. If you want your garbage collected you must put it out twice a week. If you wait until it becomes sour and offensive the collector will not take it. You will have to bury it and you may find yourself saying "Good morning, Judge."

Any one who wishes to pay fifty cents a month personally to the collector can arrange to have him go to the rear of the house for the garbage instead of placing it on the curb.

This is a matter between the individual and the collector, the city arranges only to have it removed from the curb.

Fourth, wash your cans with some deodorant before using again.

It is not compulsory to put your garbage out for collection. Any one who enjoys digging holes to plant it, may continue that healthful exercise, but if you do wish it collected, commit the above regulations to memory and follow them.

It will be of great assistance in getting this new work running smoothly if those who expect to take advantage of the collection, will telephone their names and addresses to the City Hall as soon as possible. There is considerable territory to be covered in this city, and, until the collectors get thoroughly acquainted with the streets, it will entail extra time and work.

An out of town man has contracted to make the collections and if all our citizens will do their best to aid in making the arrangement a success from the start, a lot of friction and nerve strain will be saved. Don't expect the garbage collector to be a mind reader and don't expect your garbage cans to display human intelligence. See that they are covered and keep them clean.

This paper will be as big and full of meaty reading as you help to make it. The merchants determine the size of the paper by their ads. Every citizen is a potential reporter.

VOLUME 15, NO. 45

Meeting to Boost All Year Club Drive

DANIEL H. JONES TO SPEAK

Chamber of Commerce Urges Large Attendance at Bandstand Monday Night

The regular monthly meeting of the Chamber of Commerce will be held Monday, August 8, at 8 p. m. in front of the bandstand at the corner of Baldwin and Central. This is to be an important event and every person in Sierra Madre is specifically and urgently invited to be present to hear the speech of Mr. Daniel H. Jones of Los Angeles, who will talk about the "All Year Club of Southern California." And the City Hall is not suited to the comfortable housing of a sizeable audience these warm evenings.

Practically everyone knows that the purpose of the "All Year" movement is to conduct an advertising campaign throughout the middle west and eastern states to bring to the attention of people living there the advantages of Southern California climate the whole year through. So far most publicity has stressed its advantages in the winter only. Many easterners imagine that because we don't freeze in the winter, we must of necessity roast in the summer—they refer to our "tropic" heat! Mr. Jones' statement of facts and figures in regard to the need for this advertising campaign and the conditions which make it possible, will be a revelation to his hearers. He is a forceful, convincing speaker and he knows absolutely what he is talking about—it isn't any "hot-air" exhibition. He is prepared to back up every assertion with proof.

At a meeting in the Los Angeles Chamber of Commerce recently, Mr. Wiggins introduced him as "the tongue-tied Mr. Jones." At the conclusion of his eloquent address which carried his audience quite off its feet, the explanatory note was added, "tongue-tied in the middle and wagging violently for California at both ends."

Every property owner in Sierra Madre should be interested in this movement and should be glad to have an opportunity to learn of it in detail, for every property owner is bound to reap some benefit from it.

The bringing of thousands of settlers to this part of the state cannot help but increase the value of homesites in every desirable locality, and though you own nothing more than a fifty-foot lot and a three room bungalow, it helps you to have the price of that boosted a bit. Those who don't own property but live here should attend the meeting, for everything that enlarges the town and adds to its wealth means improved living conditions and surroundings for every one in it.

Aside from the question of financial gain, no one can hear Mr. Jones talk about this country we live in without learning some very surprising and interesting facts about it.

Would you believe that Los Angeles county alone is richer than the whole state of Washington or the whole state of Kentucky? We are so used to this wonderful land that we need to be waked up once in a while and made to see it through the eyes of those to whom it is not an old story. You will miss a mighty good thing if you don't hear this speech, so mark "C. of C. meeting" on your calendar for Monday night and be on hand at 8 o'clock sharp.

Christian Endeavor to Serve Supper in Church

The Christian Endeavor society of the Congregational church is holding but one meeting a month during the hot months, but extra efforts are being made to make that one meeting a most worth while event, the first Sunday of the month.

This coming Sunday, Aug. 7, an appetizing supper will be served in the church rooms at 4 o'clock. This will be followed by a regular Christian Endeavor program for which some special features have been arranged. A specially fine musical program has been arranged.

Electric Company Wires Knoll East of Canyon

The knoll east of Sierra Madre Canyon Park is a bright spot on the landscape these nights. Until very recently the dozen or more fine houses built on the knoll have been without electric light, but the Sierra Madre Electric Company has just finished installing the necessary connections and the Edison Company has completed the supply line to that section.

Gerald Farman of the Electric Company states that he has been doing a fine business in washing machines and vacuum cleaners with the owners of these homes since the electricity has been supplied them.

LOCAL COMPANY BUYS NEWS

Several local men have joined and formed a corporation known as the Sierra Madre Press for the purpose of purchasing and conducting a printing plant and business of B. Morridge hitherto known as Sierra Madre News.

Trustees Limit Morgue Districts

Dr. E. L. Jackson Appointed New City Health Officer in Place of Dr. Mackerras

At the last meeting of the Trustees, July 28, Ordinance 254, creating undertaking districts, was passed. Two districts are created by this measure, Number 1 embracing the territory from a point 150 feet south of Baldwin and Central north to Highland, west 150 feet, then south to within 150 feet of Central, then west to east line of Lima, south 150 feet south of Central and then to point of beginning.

District Number 2 is much smaller and runs from a point 150 feet east of Mt. Trail on the south line of Laurel south to a point 150 feet east of Mt. Trail on the south line of Laurel south to a point 150 feet south Highland, then west to Mt. Trail, then north to Laurel and east to beginning. No undertaking business can be conducted outside of these districts.

The Fire Department ordinance came up for its final reading. This ordinance authorizes the appointment of a fire chief and the organization of a city volunteer fire department.

Dr. E. L. Jackson was appointed City Health Officer to succeed Dr. R. H. Mackerras, who resigned a week previously.

Requiem Mass at St. Rita's Church

Many Pay Last Respects to Father of Much Beloved Rector

A large gathering filled St. Rita's church on Monday, August 1st, when the last respects were paid to the father of Rev. F. Woodcutter, rector of St. Rita's church, all denominations being represented.

The deceased, who lived to the good old age of 78 years, passed away in Los Angeles on July 28th, after an illness of but a few days.

The solemn Requiem Mass was celebrated by Rev. John Power of Monrovia, the Revs. Daniel O'Connell and Leo Murphy being deacons of the mass, the Rev. Henry Gross Master of Ceremonies.

The Rev. Raphael Fuhr presided at the organ. The remains were taken to Calvary Cemetery in Los Angeles to be buried in the family plot. At the grave the last prayers were offered by Rev. Leo Murphy.

The deceased leaves four children to mourn his death: The Rev. Father E. Woodcutter, Rev. Sister Theodore of Alexandrit of the Congregation of the Holy Names, living in Winnipeg, Canada; Mrs. William Farrell, living in Tappan, B. C.; Gustav Woodcutter, living in Winnipeg.

The funeral arrangements were in charge of the undertaking firm of Bergien, Cabot and Morgan of Sierra Madre and Pasadena.

Mourn Death of J. T. Mason

Old Resident Dies Suddenly at His Home on Central Avenue After Long Illness

Mr. J. T. Mason of 633 W. Central avenue died at his residence very suddenly on Friday morning. For the past few months Mr. Mason had not been particularly well and had not taken his usual active part in civic and social affairs, but his death came as a great shock to the community as well as to his family.

Unfortunately his daughters were all in the East at the time of the sad occurrence, so his wife did not have the comfort and support of their companionship.

The funeral service, which was private, was conducted at the house Monday morning by Dean Shaw.

Mr. Mason came to Sierra Madre about nine years ago from Missouri, where for many years previous he had operated a large farm. On retiring from active business life, he came to California and selected Sierra Madre as his home. One of his daughters married Mr. George Lettau, a well known resident here. In addition to Mrs. Lettau, two other daughters survive him, both of whom are wives of majors in the regular army, Mrs. A. R. Lockwood and Mrs. W. S. Grae-

ce. Mr. Mason won a very warm niche in the affection of Sierra Madre people because of his kindly interest in all the happenings of community interest and his willingness to give personal service and aid in their success. He was not willing to accept any public office or official position, but he could always be counted on to do his part in helping any worth while undertaking. In a small town the loss of such a character is much more noticeable than in the larger cities and he will be very much missed for a long time to come. His family have the sincere sympathy of the entire community in their bereavement.

MOTORCYCLE FOR SALE
Cleveland motorcycle in good condition for sale. Call Green 10.

FOUNTAIN PEN LOST

Anyone finding fountain pen lost in Kersting Court Thursday between 9 and 10 please return to News office.

INVEST DIRECT TO PAY YOU 8% A YEAR

When You invest in our Preferred Stock. YOU assist in building up this community

YOU invest your money in substantial properties devoted to useful public service where you can watch your investment closely.

YOUR cash return comes direct to you by mail every ninety days.

YOU can purchase on easy installments and receive 8 per cent interest direct on your installment payments.

A SOUND 8 PER CENT INVESTMENT

Southern Counties Gas Company OF CALIFORNIA

Kersting Block

Sierra Madre

Main 117

Back East EXCURSIONS

On Sale Daily Until Aug. 15

BOSTON	\$179.10	NEW YORK	\$172.14
CHICAGO	106.80	ST. LOUIS	101.40
KANSAS CITY	87.60	ST. PAUL	105.00
NEW ORLEANS	106.80	WASHINGTON	162.30

AND MANY OTHERS. ADD 8% TAX.

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PLASTERING, RETAINING WALLS, BRICK AND MANTLE
WORK AND ALL KINDS OF MASONRY

years experience.

Tenth Operation For Jack Norwood

Thomas Henderson is just in receipt of a letter from Jack Norwood, written at the Shaughnessy Hospital, Vancouver, July 21, stating that he had just been operated on for the removal of shrapnel which was lodged near the heart.

Mr. Norwood left Sierra Madre a few weeks ago for the purpose of visiting the specialist at Vancouver.

This is the tenth operation for Mr. Norwood and we regret to inform his Sierra Madre friends that it was not successful. However, he writes cheerfully and says that he longs for Sierra Madre and will return as soon as he is able to travel.

MR. SHARP TO REMAIN IN CITY

Mr. Leo E. Sharp, formerly lessee of the Sierra Madre News, will continue to maintain a connection with the new Company. He desires to express his sincerest appreciation for the cooperation that was given him by the merchants and citizens while he was in charge.

News to Come Out Friday Morning

The News will regularly go out on the morning delivery Friday. Owing to the delays involved in setting a new dress for the paper we are one mail late this week.

NOTICE OF BIDS

Notice is hereby given that sealed bids will be received for heating appliances for three school rooms and appliances for the partial heating of two other school rooms of the Sierra Madre Schools. Bids will be opened at the regular meeting of the Board of Trustees, Wednesday, August 3rd. The Board of Trustees reserves the right to reject any or all bids for the same.

By order of the Board,
MRS. ETHEL H. HAWKS, Clerk.
C-43-44

Do you know you can roll 50 good cigarettes for 10cts from one bag of



GENUINE "BULL" DURHAM TOBACCO

MONGRAMING

Automobile and Leather Goods

GUARANTEED WORK
Durable—Reasonable

JACK MITCHELL

Leave order Pettitt's News Stand



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ON ALL THE POPULAR

Universal Shoe Dressings and Leather Dyes For One Week Starting Aug 8

WILL DYE ALL FINISHED LEATHERS. POSITIVELY ODORLESS WHEN APPLIED

UNIVERSAL SHOE CREAM

Black or brown. Restores faded and spotted leathers to their original shades.

The 25c bottle at 20% off for this week's sale20

KID SHOE CLEANER

A perfect cleaner for white kid, champagne, grey, ivory and all light colored kid shoes.

The 25c bottle at 20% off for this one week sale20

Universal Lustre Dye

Black

Brown

Cordovan

Dyes and Polishes as good as new in the one application. The 50c bottle reduced 20% for this one week sale40

UNIVERSAL BAG

A perfect dry cleaner, in white, pearl grey, dark grey and castor grey, for canvas, buck, suede and Nubuck leathers.

The 25c bag at 20% off for this one week sale20

UNIVERSAL WHITE CANVAS AND BUCK SHOE DRESSING

A perfect dressing for canvas and buck shoes and all white cotton fabric.

The 25c bottle at 20% off for this one week sale20

THE UNIVERSAL LINE IS FOUNDED ON QUALITY AND SOLD ON MERIT
GIVES LONGER LIFE TO ALL LEATHER. ONCE YOU TRY THEM YOU WILL ALWAYS BUY THEM

S. R. NORRIS

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Sierra Madre Office

Pettitt's News Stand

D.G. Stephen, Collector

Phone Green 85

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to the Laundry

Compare Cash and Carry prices and note saving for you

Corn Flakes, pkg.	12c
Post Toasties	12c
Shredded Wheat	14c
Triscuit	15c
Puffed Wheat	14c
Hills Coffee, lb.	43c
Hillvillia Tea	83c
Asparagus, can	20c
Milk, all kinds 2 large cans	25c

We carry a full line of fresh fruits and vegetables
E. G. SCALZO
Phone Red 75

We deliver orders amounting to \$5.00 or over

Does it mean anything to know that the fryers you buy for dinner were running around the yard the day before, and that the fish you buy on Fridays were swimming around in the bay Thursday morning? If it does, trade with us and we will guarantee you satisfaction.

J. H. PARSONS
Phone Red 75

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Mt Trail & Laurel
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Plans furnished—Work Supervised or taken by contract.
Call Ward Nursery, Mt. Trail and Laurel. Phone Blue 29

MOUNTAIN GLEN SANITARIUM

G. W. HARRIS, M. D.

Specializes in the care and treatment of tuberculosis and constitutional diseases
Phone Red 40 Sierra Madre, Cal.

SAINT-CYR SANITARIUM

Treatment consists of the Fast Cure and Milk Diet. No tubercular cases received.

140 So. Hermosa. Phone Green 166

THE L. W. BLINN LUMBER CO.

Sash, Doors, Wall Board, Roofing Papers, Cement, Brick Lime and

Lumber for All Purposes

Phone Black 23

Sierra Madre California

If You Want to Buy, Sell or Rent

See A. N. ADAMS

THE REAL ESTATE MAN

BARGAINS IN CLOSE IN LOTS

Phone Black 8

14 N. Baldwin avenue



Electric Vacuum Cleaners

We carry the following Vacuum Cleaners in stock:

Ohio Tuec (Special)	37.50
Franc-Premier (Special)	\$37.50
New Premier	45.00
Eureka	55.00
Baby Hoover	60.00
Special Hoover	74.00
1 America (second hand)	20.00
Apex	55.00

Sierra Madre Electric Co.
G. I. FARMAN

"Reliability"

Sierra Madre Hardware Co.

GARBAGE

The City of Sierra Madre has completed plans whereby GARBAGE will be collected from every household, provided, "Same is placed on the front curbing in enclosed metal cans."

We have a good stock of cans of all sizes which range in price from 90c to \$2.50. These cans are heavy corrugated galvanized iron, with extra heavy telescoping covers.

GET READY FOR THIS GREAT IMPROVEMENT!

LINOLEUM, BROOMS, MOPS, FLOOR OILS
PAINTS, WINDOW GLASS, OILS
PLUMBING, TINNING, GAS FITTING
GENERAL AND BUILDERS' HARDWARE

Sierra Madre Hardware Co.

31-35 West Central Ave.

Phone Main 98

*WE CLOSE SATURDAY AT 12 O'CLOCK, NOON

"Reliability"

Our Aim Is

and has always been, to give our patrons the best of service at most reasonable prices, as also to save them any expense on their repair work which can possibly be avoided. Why should you go away from your own city for your repairs, when by giving us a trial, we can save you time and money besides. We refer you to any of our patrons as to results on above statements.

Tires?

Sum we can supply you with the famous

Brunswick Tire

Why buy cheap so-called "seconds" when for a small additional and also any accessory needed on your car? Why not decide to give a trial now?

Central Garage

Our Motto: "Service and Satisfaction"

ue 8

JOS. BELOHLAVEK & SON

Bungalow Aprons

A n bungalow apron just in; made in Perky Peggie sle of extra good quality white muslin, specially priced \$1.48

Children's Sox

We ha just received a shipment of children's Sox in plain yellow and black with colored tops, very latest thin, extra good quality..... 45c

Womans Union Suits

Good qu y union suits with tube tops, all sizes, worth \$1.....85c

J. SADLER & CO.
Phoenix H. Warner Corsets Standard Patterns

Dean of California Journalists to Choose Sierra Madre As Home

Oldest Active Newspaper Man in Los Angeles Sends Greetings Through First Issue of the News Under New Management

Harry Patton, so known among his old time associates, well deserves the title of Dean of Southern California journalists. Recently of the Examiner, he is the oldest active newspaper man in Los Angeles today, where his service dates from 1884, when he was with General Otis on the Times, later becoming Managing Editor of the Morning Herald. He was one of the organizers of the World's Press Congress meeting this year in Honolulu, and has the unique distinction of having hired Frank Wiggins when he (Patton) was serving as the second actual and first active Secretary of the Los Angeles Chamber of Commerce.—Editor.

By H. W. Patton

In the past year or two I have covered all of Southern California and written for the Los Angeles Examiner my impressions of more than a hundred of the smaller towns of this incomparable section of God's earth. Also, during my career I have visited many foreign countries, including the enchanting islands which dot the South Seas below and along the equator.

I am now prepared to say that no place encountered in my travels appealed to me more than Sierra Madre. I loved it when I first saw it almost forty years ago and my affection revived and grew stronger when I visited it this year.

The location of your beautiful little city cannot be equalled. The most entrancing view I ever had was from the broad piazza of the charming home of Mr. Charles Hastings, whose ranch is not within the limits of your city but will be some day. The sky was blue as indigo; the sunlight shimmered, spread out before me like unto a scene from Paradise were the orchards and vineyards and farms of the wonderful San Gabriel valley; airplanes darted through the air, while balloons floated lazily in the gentle breeze.

From other points in Sierra Madre I have enjoyed the view of valley and mountain and always I have wanted to spend the remainder of my mundane existence at this glorious spot. The desire grows stronger with the passing days and maybe my dream will be realized before I start upon the long journey. I not only like the situation and beauties of Sierra Madre but I like the people whom

I have met here. They are gentle, refined, cultivated and imbued with tolerance and a love of nature.

Some day the large ranch holdings which now hem Sierra Madre in, will be subdivided and from a town of a couple of thousand people it will rival Pasadena in population as it already exceeds it in beauty of location. There is no more healthful place in Southern California, its soil is fertile and its water good and plentiful. With the subdivision, which is bound to come, there will be an influx of the very best class of people in the world.

I think that Sierra Madrans are to be congratulated upon the connection of my friend, Mr. Glenn E. Palmer, with their newspaper. I know of no one better fitted to record the happenings or to spread the fame of the town abroad than he. My association with him has been along newspaper lines. He edited the magazine, "California, Its Opportunities and Delights," which was the best description of Southern California which ever came under my eye.

Another thing which pleases me is that Mr. Palmer has been added to the ranks of the country newspapermen of the South. My best friends are members of the Southern California Editorial Association. There is nothing I enjoy so much as meeting with those editors and the pleasure will be enhanced by the thought that the editor of the Sierra Madre News will be among those present when we gather again.

Permit me to express my heartfelt wishes for the success of the News, its editor and the stockholders in the Sierra Madre Press, for the growth and prosperity of the dear town of Sierra Madre. Unless the city council takes action against my advent, I shall continue to figure your city as the place of my future residence.



Mr. H. W. Patton

Chamber Sends Wires Urging Tax Abolition

On Monday the Directors of the Chamber of Commerce sent wires to Congressman Lineberger and Senator Shortridge as well as the Chairman of the Ways and Means Committee of the House urging the abolition of the war tax on interurban fares. The tax was put on railroad fares at a time when it was considered desirable to discourage passenger travel as all the railroad equipment was needed for the transportation of soldiers and necessary supplies. That time has long since passed, but the tax remains.

This tax is particularly obnoxious when applied to inter-urban fares. On every trip from Sierra Madre to Los Angeles, the passenger pays six cents war tax. The further you go from the city, the higher the tax. This is one of the war taxes which is paid by the people least able to pay additional taxes, the working people, and it tends to keep them living in the already overcrowded large cities. In our city we do not pay any tax on commutation tickets, but municipalities a little farther away do pay, and when two or three members of the family go into Los Angeles every day, the tax is a very considerable item.

The chambers of commerce throughout the country are advocating the abolition of this tax and, as tax revision is now occupying the attention of Congress, this seemed the effective time to bring pressure to bear.

Great Activity in Central Avenue Property

There has been considerable activity in East Central avenue property the past few weeks, several lots changing hands. The new owners all expect to build within a short period.

The hundred foot frontage just west of the Benish property has been bought by a man who is planning to build two six room bungalows on it very shortly. Most of the owners on the north side of the street between Baldwin and Mountain Trail have agreed to put in cement sidewalk, which will be a decided improvement. All the real estate agents report unusually active business during the month just closed. July and August are generally dull months for them but this year the business has kept up with almost the briskness of the early spring period.

DIPHTHERIA CLEARING UP
Miss Marcy, the Municipal Nurse, has had her hands full for the past few weeks with the extra work incidental to the inspection and quarantine duties made necessary by the diphtheria cases. Her report for the month of July shows 366 visits made, or an average of more than ten per day. As visiting is only part of her work, the report rather gives the impression that she hasn't spent many hours with folded hands admiring the view of the valley. The diphtheria situation has improved, though one new case was reported yesterday.

Do you wish to

BUY, RENT or SELL

Sierra Madre Property

WE are in a position to offer you complete listings and prompt and courteous service at all times.

ANDREWS & HAWKS
LICENSED REALTY BROKERS

Real Estate Loans Insurance Notary
27 North Baldwin Ave. Exchange 2

What Makes Life Attractive in One Home



Drudgery in Another

Sierra Madre Electric Co.

G. I. FARMAN, Manager

Phone Main 120

Opposite P. E. Station

For Sierra Madre A BAKERY,—

That is not surpassed by any in Los Angeles, equipped with a Bake-Rite Electric Heated Revolving Oven where fresh bread, buns, pies, cakes and doughnuts are made fresh every day

A RESTAURANT,—

Where Home Cooked meals, cooked in a sanitary kitchen may be had for popular prices at hours convenient for the public. It is our policy to serve only the best and charge what it is worth

A HOTEL,—

Where clean airy rooms, that are kept clean, are at the service of your friends and of transients. A town is known to travelling public by its hotels. We aim to keep a hotel that will do the town credit. We take in no tubercular patients.

This I offer to help the City of Sierra Madre in helping myself. In return I ask only that you give us a trial and tell your friends if you like us or tell us if you don't, and why.

Frank D. Sible

28 North Baldwin Ave.

Sierra Madre

WITH OR WITHOUT ICE

Refrigerators - - Iceless Coolers

TWO MONTHS MORE OF HOT WEATHER AND ALL THE YEAR KEEP YOUR FOOD FRESH AND COOL

Guaranteed Iceless Cooler 5.00

Refrigerators \$13.00 to \$27.50

Demonstration now going on.

SEE FOR YOURSELF AND KEEP COOL

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12 North Baldwin Avenue

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Talcum Cold Cream Shamp

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THE SIERRA MADRE PHARMACY
F. H. HARTMAN & SON
PHARMACEUTICAL CHEMISTS
25 N. BALDWIN AVE. PHONE BLACK 25



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Six months 1.25
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Outside Los Angeles Co. 3.00



GLENN E. PALMER
Managing Editor
JESSICA H. WRIGHT
City Editor

Copy for change of advertisement must be in the office by 10 a. m. Thursday morning. New advertising copy must be in the office by noon Wednesday.

VOL 15, NO. 45

FRIDAY, AUGUST 5 1921

Keep Sierra Madre Clean First, Last, and Always

HUMANITY may be divided into two classes, the neat and the disorderly, and judging by the appearance of some spots in our beautiful city, we have a considerable leaven of the disorderly among us.

It would be interesting to know the mental process which inspires a dweller within our gates to throw empty tin cans on a vacant lot when the city is paying out perfectly good money to have them collected from the several homes once a month.

Also it would be illuminating to be able to see inside the head of the well dressed man or woman who walks along gaily strewing old envelopes, chewing gum wrappers, wrapping paper, old newspapers, paper bags or any other old thing they may happen to have in their hands, along the sidewalks and gutters.

Somebody has to clean them up or they will remain a blot and an annoyance to every passer by.

After all the basic cause is selfishness, a serene indifference to the trouble or annoyance caused others by gratifying one's impulse to get rid of something useless by the easiest method. Possibly a large proportion of it is due to thoughtlessness.

We therefore respectfully suggest to our esteemed fellow citizens that they think before dropping the next scrap of paper. And as for the newsboys—well, "the goblins 'll git 'em if they don't watch out!"

Let Every Loyal Citizen Support the Firemen's Club

Back in the days of bucket brigades the rival fire companies represented on their membership all of the active progressive citizenry of the town. A membership was a mark of social distinction. A ranking office was an honor par excellence.

Today in Sierra Madre the Firemen's Club affords a similar opportunity to its citizens.

The club, though only now completing its organization, has one hundred and four members, including most of the prominent merchants of the city, and we feel certain that as soon as its plans become generally known it will be a simple matter to bring the membership up to two hundred which is the quota fixed for the present campaign.

In reality the Firemen's Club, though not officially a part of the city's organization, is a volunteer civic body as well as a social club. The city voted bonds to provide it fire equipment and it in turn affords protection, which at the present time the city would not be in a position to provide.

The arrangement is indeed a happy one, and one that calls for the heartiest appreciation of the work of those who brought it about, as well as for the willing support in the way of membership.

From one hundred and four to two hundred members in a city of two and a half thousand is not such a long way to go and we feel sure that the drive will meet with a successful conclusion in a very short time.

Plans are well under way for the construction of a club house that will do credit to Sierra Madre. With its provisions for billiards and bowling, as well as for an auditorium and moving picture theatre, it will be a great asset to the social life of the city.

Let us make the Firemen's Club what it should be, a truly representative body. If we do not care to avail ourselves of the social opportunity it provides, let us join it anyway as a civic duty and as a personal opportunity to show our appreciation to the men who have brought adequate fire protection to Sierra Madre.

The City's Gardeners

In this issue the News starts a series of articles providing pointers for the gardeners of Sierra Madre. It is contribution to the general beautification of our city. We believe in gardens, and more than that we believe in gardeners, gardeners at heart, whether or no their business permit them to spend any time in the actual tilling of the soil.

Phone: BB-11.

Find a man who spends a few hours in his garden each day and you have a man who is physically fit and mentally sound.

Find a man who loves his flowers and his plants and you have a citizen who is working for the interests of the community in which he lives.

May the gardeners of Sierra Madre flourish and find more time for their gardening.

News of the Churches

CHRISTIAN SCIENCE SOCIETY

9:30 a. m. Sunday School.
11:00 a. m. Morning Service, subject Sunday, Aug. 7, "Spirit."
Services of the Christian Science Society of Sierra Madre are held in the Kindergarten building West Highland Avenue.
Testimony meeting Wednesday 8 p. m.

ST. RITA'S CATHOLIC CHURCH

Rector, Rev. F. Woodcutter
Corner Highland & Baldwin Avenues.
Sundays and Holy days of obligation, Mass at 9:00 a. m., Week days, Mass at 7 a. m., during Lent at 7:30 a. m. Instructions for children Saturdays at 9:00 a. m., Confessions Saturdays at 7:30 p. m.

BETHANY

Dr. W. H. Rawlings, Pastor.
11:00 A. M. Morning Service.
6:30 P. M. Senior Young People's
7:30 P. M. Evening Service.

Wednesday evening 7:30 prayer meeting.
Mr. F. R. D. Moots, Sunday School superintendent.
Rev. A. H. Miller, conductor adult's Bible class.

CHURCH OF THE ASCENSION

The Rev. Wm. Carson Shaw, Rector
Sunday Services.
Holy Communion—8:00 A. M.

CONGREGATIONAL

Rev. W. J. Thompson, minister.
129 W. Central. Phone Green 36.
A Community Church, open to all who believe in the Lord Jesus Christ.
11:00 a. m.—The Rev. Dr. W. G. Milarr.
7:30 p. m.—"The Secret of Security." Come.
7:30 P. M. each Wednesday, mid-week service with special address by the pastor.
Everybody cordially invited to attend all services.

ORDINANCE NO. 254

AN ORDINANCE OF THE BOARD OF TRUSTEES OF THE CITY OF SIERRA MADRE REGULATING THE ESTABLISHING CONDUCTING AND MAINTAINING OF MORGUES AND UNDERTAKING ESTABLISHMENTS IN SAID CITY, AND FIXING A PENALTY FOR THE VIOLATION THEREOF.

The Board of Trustees of the City of Sierra Madre do enact as follows:
Section 1: It shall be unlawful for any person, firm or corporation to establish, conduct or maintain any morgue or undertaking establishment in the City of Sierra Madre outside of the Undertaking Districts described and designated in this Ordinance.
That undertaking district No. 1 shall comprise all that portion of the City of Sierra Madre contained within the following boundaries, and described as follows:

UNDERTAKING DISTRICT NO. 1
Beginning at a point on the east line of Baldwin Avenue 150 feet south of the south line of Central Avenue; thence east parallel to the south line of Central Avenue 150 feet; thence north parallel to the east line of Baldwin Avenue to the south line of Highland Avenue; thence west along said south line of Highland Avenue to a point 150 feet west of the westerly line of said Baldwin Avenue; thence south parallel with the westerly line of said Baldwin Avenue to a point 150 feet north of the north line of Central Avenue; thence west parallel with said north line of Central Avenue to the east line of North Lima Avenue; thence south along said east line of said North Lima Avenue and the southerly prolongation thereof to a point 150 feet south of the south line of Central Avenue; thence east parallel with the south line of Central Avenue to the point of beginning.

Section 2: That undertaking district No. 2 shall comprise all that portion of the City of Sierra Madre particularly described as follows:
UNDERTAKING DISTRICT NO. 2
Beginning at a point on the south line of Laurel Avenue 150 feet east from the east line of Mountain Trail Avenue; thence southerly parallel with said east line of Mountain Trail Avenue to a point 150 feet south from the south line of Highland Avenue; thence west parallel with said south line of Highland Avenue to a point 150 feet west from the west line of said Mountain Trail Avenue; thence north parallel with the west line of said Mountain Trail Avenue to a point said south line of said Laurel Avenue; thence east along said south line of Laurel Avenue to the point of beginning.

Section 3: It shall be unlawful for any person, firm or corporation to establish, conduct or maintain or use or to cause or permit to be established, conducted, maintained or used any morgue or undertaking establishment in the City of Sierra Madre without first obtaining a permit in writing so to do from the Board of Trustees of said City.

No such permit shall be granted by said Board except upon a written application of the person, firm or corporation desiring the same filed with the City Clerk stating the place where such morgue or undertaking establishment is to be located.
No such permit shall be granted to any person, firm or corporation to

conduct, establish or maintain a morgue or undertaking establishment in any portion of the City of Sierra Madre other than within the undertaking districts Nos. 1 and 2 described herein.

Section 4: The Board of Trustees is hereby authorized and empowered to revoke the permit of any person, firm or corporation issued under the provisions of this Ordinance whenever it shall appear to said Board from the report of the health officer of said City that the person, firm or corporation is maintaining, conducting or using said morgue or undertaking establishment in an unsanitary or unlawful manner.

Section 5: Any person, firm or corporation who shall violate any of the provisions of this Ordinance shall be deemed guilty of a misdemeanor and upon conviction shall be punishable by a fine not exceeding Three Hundred (\$300.00) Dollars or by imprisonment in the City Jail of the City of Sierra Madre for a period not exceeding three (3) months or by both such fine and imprisonment.

Section 6: This Ordinance is urgently required for the immediate preservation of the public health, peace and safety.
The following is a specific statement showing the urgency of this Ordinance: that there is now no ordinance regulating the conducting, or maintaining of undertaking establishments in said City, or prohibiting the same being established in residential districts immediately adjacent to dwelling houses or otherwise injuring the public health and welfare of said City by such undertaking establishments, and that an ordinance regulating the reasons herein stated is now immediately required.

Section 7: The City Clerk shall certify to the passage of this Ordinance by a vote of four-fifths of all the members of the Board of Trustees of said City of Sierra Madre, and its approval by the President of said Board, and shall cause the same to be published once in the Sierra Madre News, a weekly newspaper of general circulation, published and circulated in the said City of Sierra Madre, and thereupon and thereafter the same shall be in full force and effect.

Adopted and approved this 28th day of July, 1921.
ROBERT MITCHELL,
President of the Board of Trustees of the City of Sierra Madre.

Attest:
L. DIETZ,
City Clerk of the City of Sierra Madre.
State of California,
City of Sierra Madre,—ss.
I, L. Dietz, City Clerk of the City of Sierra Madre, do hereby certify that the whole number of the Board of Trustees of the City of Sierra Madre Ordinance five, and that the foregoing ordinance was passed and adopted by a vote of four-fifths of all its members and approved by the President of said Board at a regular meeting thereof, held on the 28th day of July, 1921, and that the same was passed by the following vote:

Ayes: Trustees Alley, Camp, Karicoff and Mitchell.
Noes: None.
Absent: Trustee Webster.
In witness whereof, I have hereunto set my hand and affixed the official seal of the City of Sierra Madre, this 28th day of July, 1921.
(Seal)
L. DIETZ,
City Clerk of the City of Sierra Madre.

Myrdell Dairy

SANITARY MILK RICH IN BUTTER FAT

Can supply a few more customers

Phone Green 115

Sierra Madre

Open Air Dancing

EVERY SATURDAY NIGHT

IN SIERRA MADRE CANYON

GOOD MUSIC

THE TRAIL STORE

Phone : Green 20

Central Market

ALWAYS RELIABLE

Our Vegetables Are Fresh Every Morning. We Have Everything In Season

IN THE MEAT DEPARTMENT
Only No. 1 Steer Beef and Baby Lambs used. Swift's Smoked and Salt Meats

FRESH FISH FRIDAYS

We Close Thursdays at 12 O'clock

M. D. WELSHER

Grocery Phone Main 6

Market Phone Main 97

SUMMER TIME

Oh, what a wonderful world it is—
A world of brightness, beauty and bliss—
At summertime!
All that is lovely becomes more dear
As we walk with God, who is so near
At summer-time!—(W. J. T.)

Attend Church on Sunday

11:00 a. m.—SPECIAL NOTICE—The Rev. W. G. Milarr, Ph. D. Dr. Milarr comes from the famous Bond Street church, Toronto, Canada. Be sure you hear him.

7:30 p. m.—"The Secret of Security."

COME

First Congregational Church

REV. W. J. THOMPSON, MINISTER
129 West Central Avenue
Phone Green 36.

SIERRA MADRE FEED & FUEL CO.

The Quality Store

We are fortunate in securing some splendid Alfalfa Hay recently and can supply you in any quantity you desire.

PRICES ARE RIGHT

We also have a full line of Pratt's Poultry Supplies.
This is a good time to order your WINTEL COAL.

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Cleaning, Pressing, Repairing, Dyeing

We make Suits for men and women

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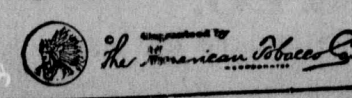
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ALLEN T. GAY
Funeral Director
Phone Main 88, 401 West Central
Sierra Madre, Cal



LUCKY
STRIKE
CIGARETTE



TO THE BOYS OF SIERRA MADRE:

BEGINNING August fifteenth, a week from next Monday, the Sierra Madre News is going to start a One Hundred Percent campaign for subscribers that will give a job to every boy in Sierra Madre who wants one. The campaign will last two weeks and during that time we hope to have you call on every inhabitant of the city and ask him if he takes the News and if not why not. There will be a good commission for you in every subscription you get, and there will be more to it than that. Watch our next issue for details.

→ REMEMBER THE DATE AND DO NOT CALL ON US BEFORE A WEEK FROM MONDAY. WE WILL BE BUSY ALL OF THIS WEEK PREPARING THE LISTS FOR YOU. ←

TO THE GROWN-UPS:

WE believe in Sierra Madre; we believe in boys; and more than that we believe in our own advertising. During the campaign that begins a week from Monday we hope to have our beliefs vindicated.



THE SIERRA MADRE PRESS, Incorporated
Sierra Madre California